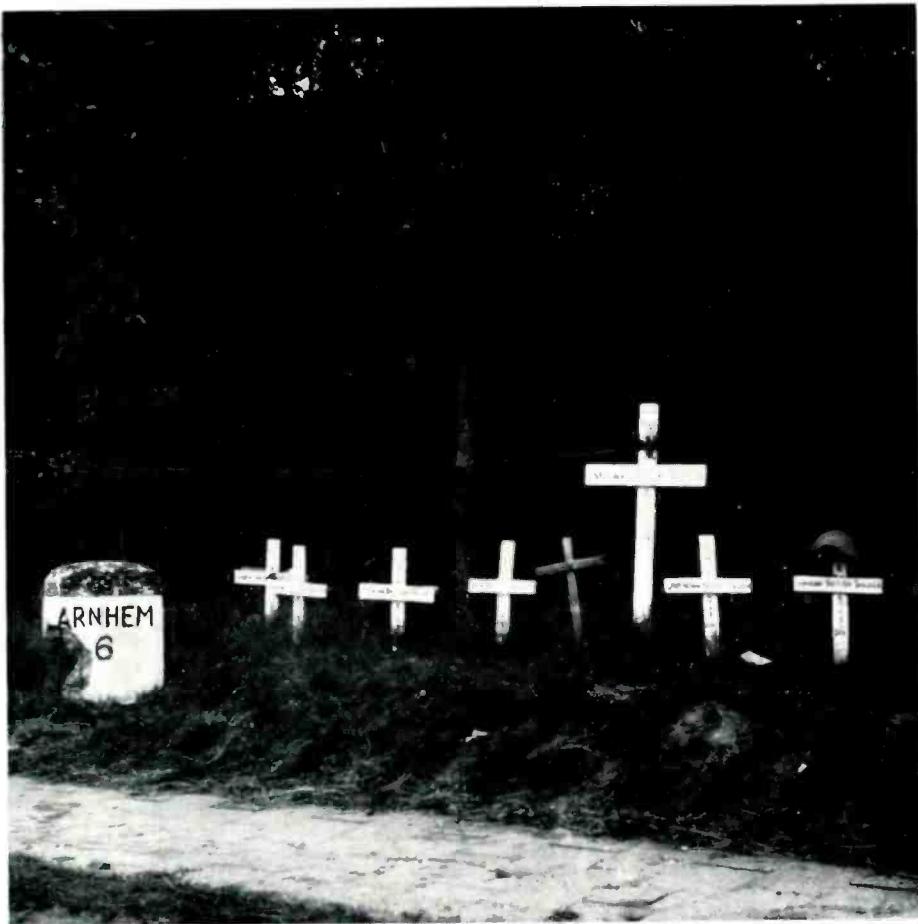


# MANITOBA CALLING

NOVEMBER 1946



## *Remembrance*



## *Holland*

*Some little crosses on the Arnhem road;  
A milestone broken by a piece of shell;  
Six kilometres to the bridge where flow'd  
The Rhine, but here our paratroopers fell.  
The picture needs no caption. Ev'ry cross  
Extends its arms and mutely pleads for peace,  
Not vengeance: only that we count the loss  
A worthy sacrifice that wars may cease.*

*Photograph and lines by D. R. P. Coats*



# MANITOBA CALLING

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Address all communications to Public Relations Department,  
CKY Radio Branch CKX  
Manitoba Telephone System,  
Winnipeg

November, 1946.  
20 Issues, \$1.00.  
Post Free.

## *Between Ourselves*

### OUR COVER

This month's front cover was drawn for "Manitoba Calling" by John Phillips. The scene is one which can be found near almost every school in Greater Winnipeg in the mornings and afternoons and for fifteen minutes after classes are dismissed. It is in these periods, which were so productive of traffic accidents when children used to dash uncontrolled across the streets, that some hundreds of white-belted boys and girls of the School Safety Patrols take up their positions at intersections and become shepherds guarding the lives of our young citizens. Elsewhere in this issue we have some photographs and a little information relating to our Schools Safety Patrols which are performing so efficiently a very valuable community service.



### REMEMBRANCE DAY

Many returned Canadian soldiers will remember the scene which appears opposite this page. Such groups of crosses were numerous in and about the woods of Arnhem in the spring and summer of 1945. Strips of parachute silk still hanging in the trees, remains of gliders on the hill-sides, and odd pieces of paratroopers' impedimenta lying by the roads: all told of that courageous though unsuccessful struggle to cut off the Arnhem bridge from within the Nazi lines before it could be destroyed.

and its use denied for the passage of our advancing troops. Our photograph was taken one morning while we were journeying by jeep to see the commencement of work at the military cemetery being prepared on a hill-top at Nijmegen. Attached to the tallest of the crosses were the green and yellow insulated telephone lines of the Corps of Signals which were part of a vast network of wires hastily draped over every available support in lieu of poles and connecting all units of the Canadian Army in Holland. Such scenes will long remain in our minds among the many sad impressions of Europe. Especially shall we recall them each year when November brings us to Remembrance Day.



### TENTH ANNIVERSARY CBC

CKY and CKX extend congratulations to the Canadian Broadcasting Corporation on its tenth anniversary, November 2nd.



### COMMONPLACE MARVELS

"We are prone to toss at our children the finished products of man's achievements—the radio, telephone, a life-saving medicine — without telling them about the painful processes by which these miracles came into being. . . ."

—Chas. F. Kettering, in  
"Education Begins at Home."

# "The Money Makers"



1



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(1) The man with a thousand-dollar vocabulary. Listeners across the Dominion tune in to "The Money-Makers" and Roy Ward Dickson every week, for if he fails to spell correctly a word selected by the air contestant for the big money, \$1,000 goes to the lucky man or woman.

(2) Picking a winner? Maybe here's a \$1,000 word! ACCIACCATURA. Will Roy stumble over that one? Twenty contestants, a packed studio audience, and many, many thousands in the air audience are pulling for this chap to win on "The Money-Makers" programme.

(3) "The Money-Makers" is on the air! Roy Ward Dickson signals for the opening of another 30 minutes of good listening for thousands of homes from coast to coast.

(4) An exciting moment as Roy Ward Dickson's skill in spelling is challenged by one of the many contestants on "The Money-Makers" who may win valuable money prizes. Frank Grant, with his 100,000-word Winston dictionary, checks Roy's accuracy with an eagle eye.

CBC—CKY: Wednesdays, 7.30 p.m. C.S.T.



## With "Wayne and Shuster"



Supporting the principals in R.C.A. Victor's "Wayne and Shuster" show on the CBC Trans-Canada Network (CKY, Thursdays, 8.30 p.m.) are Samuel Hersen-horen, orchestra leader, and petite Georgia Dey, songstress.

### *From Our Files*

**Manitoba Calling—Nov., 1937**

"In 1923, when listeners were in the habit of turning their dials about for the purpose of picking up as many stations as possible in an evening, rather than sitting through the programme of any one station, it was customary for announcers to repeat their call letters very frequently and often to use distinctive signals—such as chimes, bird calls, etc., sometimes between the programme items, but especially when signing off for the night. Some broadcasters still continue the practice, using what is known as interval signals, and special signature effects for identification purposes. With low powered transmitters and the inefficient receivers of those days, reception of distant stations was more a matter of chance than it is today. This fact, no doubt, accounted for the erratic habits of listeners and for the anxiety of broadcasters that

their stations should be recognized whether or not the programmes were received consistently.

CKY adopted the plan of broadcasting its call letters in imitation of the code transmitted by wireless telegraph stations. Because the announcer was also manager, remote control operator and general factotum, he had frequently to sign off at churches, theatres or dance halls. He could not say "we return you now to our studios", for the very good reason that there was no other announcer available to take over and sign off. The instrument for transmitting the call letters in code had to be very portable, so part of an old English flageolet was used as a whistle. Wherever the announcer went, he carried the whistle in his vest pocket. When he signed off in public places, audiences used to wait behind to watch the ceremony of blowing dots and dashes on the whistle! As a producer of synthetic wireless signals, then, the whistle deserves a prominent place in our museum of 'sound effects'."

## Vacation Visitors at CKY

By E. L. J. FULLER, Official Studio Guide.



Mr. Fuller and Cowboys

During the past summer holiday season, visitors to our studios came from all over the United States and Canada, as a glance through the visitors' register will show.

Baltimore, Maryland; Los Angeles, California; Dearborn, Michigan; Duluth, Minnesota; Chicago, Illinois; Mason City, Iowa; Sidney, Montana; Hutchinson, Kansas; are just a few of the U.S. points represented. Canadians came from New Glasgow, N.S.; Moncton, N.B.; Chateauguay Basin, Que.; Galt, Ont.; Castleton, Ont.; Fort Francis, Ont.; from Neepawa, Elkhorn and Beresford, in Manitoba; from Regina, Kippling, Star City and Lac du Brochet, in Saskatchewan; and from far-away Providence in North-West Territories. This last visitor was Mr. J. Marie Le Mouel, a fur trapper who came, as he expressed it, "to see the how and why of radio". Out on the trapline his portable receiver brings in many CKY programmes which help to break the loneliness of life in his part of the world. He wanted to know all we could tell

him about radio broadcasting and, in return, he told us so many interesting things about his experiences as a trapper that he left us feeling that in our exchange of ideas and information we were in debt to him, rather than the reverse.

Then we had an elderly couple from Pukeroro, New Zealand, holidaying in Canada and wishing to compare our broadcasting methods with those "down under". Our recollection of so many fine New Zealand airmen in Winnipeg during the war made these peace-time visitors doubly welcome.

In mid-October, two cowboys dropped in, wearing the familiar ten-gallon hats and giving an unusually western touch to our offices and studios. These young men were Leslie (Sleepy) Frost and Nils (Swede) Nilson. They were riding their horses, "Spook" and "Poyke" from Vancouver, B.C., to Halifax, N.S.

Our cowboys told us that they were carrying in their saddle-bags a letter from Mayor J. W. Cornett of Vancouver to Mayor Allan A. Butler of Halifax, and also a bottle of salt water from the Pacific for presentation to Mayor Butler. In keeping with popular ideas concerning cowboys, our visitors both played guitars and sang songs about the lone prairie. Several of their numbers were recorded in our studios and broadcast later on CKY.



### NORTHERN ELECTRIC HOUR ON CKX

This outstanding programme is featuring "Forward with Canada", narrated by John Drainie. Paul Scherman conducts the Northern Electric Concert Orchestra and a famous guest artist is heard each week. CBC Dominion Network — CKX, Mondays at 7.00 p.m. C.S.T.

## Alan Young in New Comedy Programme on CKX

Alan Young—"the young man who is young today and will be young forever"—is the star and laugh-maker on his own programme. "The Alan Young Show" is heard every Friday over the Dominion network of the CBC (CKX) at 7.30 p.m.

Alan was born in England in 1919. His family moved to Vancouver, British Columbia, when he was four years old. He made his professional debut at the age of 13 as a junior emcee for several Canadian clubs. During his youth, Alan and his sister, Harriet, often were cast as sweethearts on the stage and radio.

Alan belongs to the Wallace Scottish clan. While living in Vancouver he attended the Caledonia games, a Scottish celebration, and was made honorary pipe major of the Wallace pipe band, with gifts of a chanter (practice pipe) and kilts of the Wallace tartan.

He was graduated from West Vancouver high school in 1938, where he excelled in studies. He played rugby and lacrosse, and was captain of the soccer team.

Following school and a short tour in Canadian vaudeville, Alan joined a comedy show for a summer tour which stretched into a three-year run. In 1942 he was signed as master of ceremonies for a cabaret show in Toronto. He served in the Canadian Army, and after his discharge went to New York and the "big time".

Late in 1940 Alan was doing "a voice offstage" in a night club. His mother, sitting in the audience, told the girl sitting next to her, "That's my son you hear." The girl liked the voice, and asked to see the speaker. That's how



Alan met Mary Anne Grimes, whom he married in 1941. They have two children, Alan David, nearly a year old, and Alana, three years old.

Alan was what he calls an "accidental discovery" of Frank Cooper, who greatly aided in the development of singer Dinah Shore. Alan says, "Cooper's radio band was touring in Canada and, by accident, he caught my show in Toronto. He asked me to come to the United States. Two years later I did so, and I've been glad of it ever since."

## The Dutch are Up-to-date



Few Dutchmen wear wooden shoes, nor do the majority of women in Holland appear in bewitching white bonnets and those voluminous skirts whose expansion, I am told, is attributable to a plurality of petticoats. Several of my Dutch friends asked me to impress these facts upon my acquaintances in Canada.

Actually, while the traditional costumes of The Netherlands may be seen in the remoter villages and in the islands, they are almost as rare in the larger centres as feathered Indians in the streets of Winnipeg. Wooden shoes came back during the war, due to the shortage of leather, but otherwise there is little that is "old fashioned" about Holland and its people, and in some respects the country is not merely abreast of Canada, but considerably ahead of us. In architecture, it seemed to my layman's eye, the Dutch had little if anything to learn from North America, and much to teach. Certainly, the modern design of some of their industrial and residential buildings must have surprised thousands of our troops whose previous conceptions of Holland were derived from children's story books and the souvenirs of returned pre-war tourists.

Much of Holland's electrical equipment had been removed by the Nazis and was still missing while I was in Europe shortly after V-E Day; but on one of my visits to The Hague I was shown the elaborate use which the Dutch Postal Telegraph and Telephone department (PTT) makes of telephone lines in conveying musical programmes, talks, news and general entertainment into the homes.

There is no novelty in receiving programmes in private homes by wire and loud speaker instead of by radio. A number of cities on this continent introduced it years ago. It did interest me, however, to see how they were doing it in Holland. Mr. Renaud, engineer in that branch of PTT known as "Radiodistributie" at The Hague was good enough to show me circuit blueprints and to describe the system.

Around the outskirts of The Hague, in districts where radio reception is good, are eight receiving stations, each equipped with two receiving sets, one of which latter in each case is a spare. The output of the receiver in operation at each point is transmitted by cable to the central office in the PTT at The Hague. Thus, eight different radio programmes may be picked up and con-

# ~~~MANITOBA CALLING~~~

veyed to central. There, four desired programmes are selected and these are "piped" to all the city and district telephone exchanges, where they pass through repeaters (amplifiers).

From the exchange repeaters the four programmes are transmitted to the homes of RD (Radio Distribution) subscribers. Where RD subscribers are also telephone subscribers the ordinary phone circuits are used. Otherwise, the programmes are fed to "ring circuits" which are cables running down the rears of residential streets and around certain sections of the city. In The Hague there are 32 such ring circuits, and from them conductors radiate to the homes of non-telephone RD subscribers. Each subscriber is supplied with a loud speaker, a 1-tube (pentode) amplifier, and a switch for selecting any one of the four programmes available.

At The Hague, I was told, there are about 5,000 subscribers using the system as an adjunct to the telephone and about 50,000 using the Radio Distribution system without telephone connection. Charges for the RD service are approximately \$1.25 per month. In addition to programmes picked up before

## "Pop" Concerts Return

### Toronto Symphony Again Broadcasting for Robert Simpson Company

Again sponsored by the Robert Simpson Company, the Toronto Symphony Orchestra's "Pop" concerts commenced on October 18th. These Friday night programmes are broadcast over the Trans-Canada network of the CBC, (CKY, 7.00 p.m. C.S.T.) direct from Massey Hall, Toronto, and are conducted by Sir Ernest MacMillan.

The soloist, Miss Helen Jepson, who was the first of many famous radio stars to appear with the Toronto Symphony Orchestra this season, believes in the advantages of radio performances. This great star maintains that radio has brought the music of the masters to people in all walks of life . . . to the country villages where organized music is rarely available; to individuals who never dreamed that music could mean so much in their everyday lives.



the war from Dutch radio stations and from the BBC and foreign European stations, provision is made for transmitting recordings and talks from the central PTT office itself . . .

Those who know the Dutch people and have seen something of their recuperative powers, their ingenuity and their practical common-sense ability to adapt science to their industrial needs

### TOWN HALL, HILVERSUM

With an outdoor swimming pool beside it, this building is an example of Holland's "modern" architecture. Yet, we were told, it is twenty years old. Here, after V-E Day, some of our troops were taught house design and home-making by a faculty of Canadian architects with the co-operation of Dutch authorities.

and domestic comfort have no doubt whatever of Holland's complete recovery. They know that she will excel again in numerous developments which, though not as widely publicized as her windmills, canals, tulip bulbs, white bonnets, conical skirts, baggy breeches and wooden shoes, will be there in The Netherlands for the amazement and admiration of visitors from abroad.



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S

Organized in 1936, in the United States, a City of Winnipeg, the brace all municipalities and control students 65 schools. Six hundred performing a duty will by the fact that not pedestrian school child been reported during tion.

The appearance of a section has a psychological effect on motorists and other v



4



# School Safety Patrols

Patterned after similar bodies and pioneered in Canada by the School Safety Patrols now emanating in the Greater Winnipeg area in crossing streets adjacent to and fifty boys and girls are whose usefulness may be judged a single accident involving a at controlled intersections has the ten years of Patrol opera-

Safety Patrol at a busy inter-sectional effect on the minds of vehicle operators. The distinc-

tive white belt or yellow slicker worn by a Safety Patrol member is a symbol which most drivers recognize and respect. School Safety Patrols are an asset to any school, educating the children to practice safety at all

times when crossing streets and highways, and teaching the Patrol members self-reliance and self-assurance.

Operation of the Patrols is a matter of co-operation between the Winnipeg Free Press, sponsors of the organization; the Winnipeg Board of Trade; the School Board; municipal councils; police departments; and the principals and teaching staffs of all the schools participating. All these, however, will agree that the fullest credit goes to the boys and girls who patrol the street crossings and who demonstrate so admirably how our youngsters can render useful service to their communities.

Active supervision of School Safety Patrols is undertaken by the City of Winnipeg police, traffic department, directed by Inspector William G. Capelle. Traffic Constable Frederick Barnes directs and instructs all Patrol members in their street duties and maintains liaison between the Patrols and school principals. Mr. John Cameron handles the administration in co-operation with the Winnipeg Board of Trade.

(1) Safety Patrol boys at one of their annual picnics.

(2) Constable Frederick Barnes, Traffic Department, City of Winnipeg Police, Officer in Charge of School Patrols.

(3) Mulvey School Patrol, winners of the Efficiency Plaque, 1945.

(4) Girls' annual picnic. Centre, Garnet Coulter, Mayor of Winnipeg.

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## *Exit Good Deeders*



They're coming out! Our snapshot shows the advance guard of T. Eaton Company's Good Deed Club leaving the studio on a recent Saturday morning. In its eighth season, the current series commenced on October 5th. The Good Deed Club is broadcast by CKY each Saturday from 10.30 to 11.00 a.m. C.S.T.

On October 25th the Good Deeders invaded the studios in greater numbers than ever, many of them wearing Hallowe'en costumes. Indians, Spanish señoritas, clowns, witches, and a variety of other get-ups made a colourful scene, pictures of which will be published in our next issue.



## MORE HOCKEY INTERVIEWS

Again this season, The St. Lawrence Starch Company, makers of Bee Hive Golden Corn Syrup and other well-known products, are broadcasting Wes McKnight, radio's top-flight sports commentator, in a series of interviews with N.H.L. personalities. CKY carries the feature at 5.45 p.m. C.S.T. on Saturdays.

10

## *Boston Blackie Thrills CKY Listeners*

The adventures of Boston Blackie have provided excitement for magazine readers, movie-goers and radio fans in the United States and are now to be heard over CKY on Thursday evenings, at 7.00 p.m., sponsored by The Canada Starch Company Limited.

On the opposite page we see (1) Richard Kollmar as Boston Blackie, (2) Lesley Woods as Mary Wesley, Blackie's girl friend, (3) Maurice Tarplin as Inspector Faraday, the police inspector who never trusts Blackie but seems always to be beaten by the hero in the solution of the mystery, and (4) Kollmar and Woods with their scripts at the microphone.



## SHARE THE WEALTH STARS VISIT WINNIPEG

In aid of the Community Chest campaign, Stan Francis and Cy Mack, stars of "Share the Wealth", flew to Winnipeg from Toronto and staged a broadcast in Winnipeg's Civic Auditorium on the evening of October 12th. During their brief stay, they visited the Children's Hospital and a number of other community institutions, everywhere giving their talents generously and showing themselves to be good friends to a worthy cause. As an advance plug for their Auditorium show, Stan and Cy were interviewed at CKY by Tom Benson. Always a popular programme, "Share the Wealth" will be heard hereafter at 7.30 on Saturday evenings with even greater interest by fans who saw the two stars in person while in Winnipeg. Their sponsors are, of course, Colgate-Palmolive-Peet Company.



## ELECTRIC LIGHT INVENTION

"If you'd asked the average Englishman who invented the electric light bulb . . . he'd have probably said Edison, whereas Britain had manufactured five million electric light bulbs before Edison got on to it."—BBC.



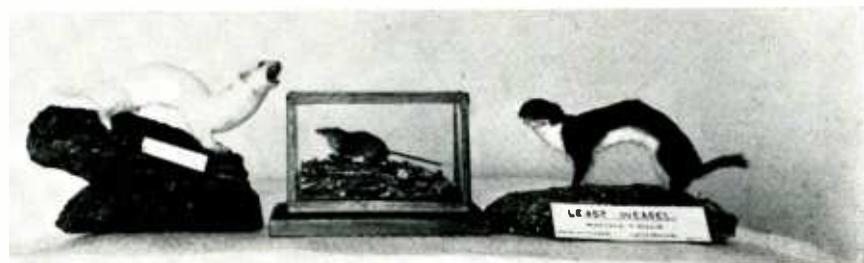
# Boston Blackie



# What To See in Manitoba's Museum

By L. T. S. NORRIS-ELYE, Director.

## *Canadian Pygmies of the Animal Kingdom*



Centre: Pygmy Shrew, the world's smallest mammal.

Left and Right: Least Weasel, the world's smallest carnivorous mammal.

It is well known that Western Canada has reared the largest known land animals that the earth has seen: it is less widely appreciated that we have today in Manitoba and in the prairie provinces two remarkably small mammals—the smallest of their kinds in the world.

The largest ones referred to are, of course, the dinosaurs; these were reptiles and were related remotely to crocodiles, turtles and snakes. While some dinosaurs were no larger than a collie, others attained enormous proportions. The writer has seen a skeleton of a diplodocus seventy-eight feet long—which is longer than most of our modern whales. The largest dinosaurs are believed to have weighed well over thirty tons. These giants died out about sixty million years ago.

The small animals we are about to discuss were not reptiles but belong to a group known as mammals; these are back-boned animals that feed the young on milk and usually have the skin covered with hair. They include ourselves, horses, cats, mice, rabbits, etc.

### **The Pygmy Shrew**

In Manitoba we have several kinds of shrews. These look like but are not related to the mice. The noses are long

and pointed and the eyes and ears invisible. One of these is the pygmy shrew and is the smallest mammal in the world. Even when stretched out straight, it measures from nose-tip to the end of the tail-bone hardly three and a half inches. It is not abundant and is so similar to the masked shrew (which is slightly larger), that no one but an expert can tell them apart. The masked shrew is very common in most districts.

You can see a mounted specimen in Case 1, on the ground floor, Memorial Boulevard side in the Museum. It is in a glass case on a shelf. These tiny animals are known as insect-eaters as distinct from flesh-eaters, though they eat a great deal of flesh too, including each other!

Their appetites are remarkable and they have been credited by first-rate biologists with eating two of their own kind within twenty-four hours. One leading authority states they have been known to starve to death within twelve hours. As they do not hibernate, their feeding has to be almost continuous throughout the whole year to maintain their energy and to keep up with their rapid rate of digestion.

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## The Least Weasel

The other little animal referred to is the least weasel; this is uncommon anywhere but is spread thinly over an enormous territory: It is the smallest strictly carnivorous animal in the world. There are specimens in the same case and shelf in the museum, where the pygmy shrew is on display. This little atom of fearless ferocity is from six to eight inches long from nose-tip to the end of the tail bone. Females are smaller than males. They are easily distinguished from all other American weasels by the absence of a black tail tip. There may sometimes be four or five black hairs but never a definite black tip.

These weasels are so small that they can follow the smallest mice in their underground runs; they are probably entirely beneficial as they are incapable of killing poultry, except very small chickens or ducklings. They kill enormous numbers of mice and young rats and should be encouraged by farmers to remain unmolested. Like other weasels, they turn white in winter in northern latitudes. In case 1, are shown specimens in both brown and white states. Come and see them and compare them with the other kinds of Manitoba weasels exhibited on the same shelf.

## "Waltz Time" Star



Bob Hannon

Bob Hannon stars on the perennially popular musical show which is now in its fourteenth year on the air. Sponsored by Sterling Products, "Waltz Time" comes to CKY listeners via the CBC Trans-Canada Network at 8.30 p.m. C.S.T. on Fridays.

## "Singing Stars of Tomorrow" Returns

York Knitting Mills' Feature Returning November 3rd.

The first programme of the fourth series of "Singing Stars of Tomorrow" will be broadcast on Sunday, November 3rd, for the coast to coast audience of the CBC Trans-Canada network. Each week for 22 weeks, two different young Canadian girls whose audition tests proved their talents and ability to sing will appear on the programme and have their performances scored by a board of five independent judges. The six girls receiving the highest assessments will appear as the semi-finalists at the end of the series, when they will again have their per-

formances judged to determine the winners of the first, second, and third scholarship awards. The values of the music scholarship awards are \$1,000, \$500 and \$250, respectively. One of the guests on the fourth series' premiere programme will be the pretty seventeen-year-old lyric soprano, Shirley Newman, of Halifax, Nova Scotia. The other guest, also a lyric soprano, will be Helene Chevrier, a charming dark-haired French-Canadian of Toronto, formerly of Ottawa. (CKY: 4.30—5.00 p.m., C.S.T.)

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## ANNOUNCES "MUSIC FOR CANADIANS"



Bernard Cowan

Announcer on the "Music for Canadians" series this season, Bernard Cowan has appeared on many CBC and commercial shows. His dignified yet intimate style of delivery is well suited to the general pattern of the present programme. Vancouver born, Bernard moved to Toronto at the age of three. (CKY, Sundays, 6.30 p.m.)



### CKX HELPS BATTLE T.B.

The Associated Commercial Travelers, Brandon Club, have resumed their series of Amateur Concerts broadcast by CKX. Programmes have already been staged at the following Manitoba points: — McAuley, Belmont, Minota, Waskada, Langruth and Melita. On November 2nd the programme will be broadcast from Wawanesa; November 16th from Oak Lake; November 23rd. Deloraine; and December 7th, Brandon. More than \$17,000 has been raised by such A.C.T. broadcasts in previous series and presented to the Sanitorium Board of Manitoba to aid in the fight against T.B.

## PROGRAMMES CKX Brandon

1000 Watts—1150 Kilocycles

Letters following cert'n items are initials of days of the week on which the features are broadcast. Times, Central Standard.

### SUNDAY

- 10.30—Living Waters.
- 11.00—City Church Service.
- 12.30—Way of the Spirit.
- 1.30—The Lutheran Hour.
- 2.00—New York Philharmonic.
- 5.00—Music for Sunday.
- 8.00—Hildegarde.
- 9.00—Take It or Leave It.
- 10.00—CBC News (Daily).

### MONDAY

- 7.30—News (Daily).
- 8.00—Musical Clock (MTWTF).
- 8.30—News (Daily).
- 9.45—Morning Devotions (MTWTF).
- 11.00—BBC News (MTWTF).
- 2.30—Dance Parade (MTWTF).
- 6.00—News.
- 6.10—In the Spotlight (MTWTF).
- 7.00—Northern Electric Hour.
- 8.00—I Deal in Crime.
- 9.00—Contented Hour.

### TUESDAY

- 11.00—BBC News (MTWTF).
- 1.00—Rural Rhythm (Daily).
- 1.30—CBC Farm Broadcast (MTWTF).
- 7.30—Mel Blanc Show.
- 8.00—Prom. Concert.
- 9.00—Bob Hope.
- 10.15—Brandon Artists Series.
- 11.00—The People Ask.

### WEDNESDAY

- 7.00—Jack Carson Show.
- 7.45—Kona-Kani Serenaders.
- 8.00—Duffy's Tavern.
- 9.00—Author Meets Critic.
- 10.30—Invitation to Music.

### THURSDAY

- 12.45—B.U.P. News (Daily).
- 8.00—Dick Haymes Show.
- 9.30—Fantasy in Melody.
- 10.15—Lean Back and Listen.
- 10.30—Foster Hewitt Reporting.

### FRIDAY

- 5.15—Songs and Singers.
- 7.30—Alan Young.
- 8.30—Western Trails.
- 9.00—Gillette Fights.
- 10.30—Winnipeg Drama.

### SATURDAY

- 10.30—Salon Concert.
- 11.15—Melodies for Juniors.
- 2.00—Opera.
- 6.30—Sports College.
- 7.30—Mayor of the Town.
- 9.00—Barber Shop Singing.
- 10.15—Amateur Hour.

*Announcer and Narrator on Whitehall*

*“Stars To Be”*



**Don and Lorne talk it over.**

Don Sims, commercial announcer (left), and Lorne Greene, narrator and master of ceremonies (right). Whitehall "Stars to Be" has returned to the CBC's Trans-Canada network (CKY) and is broadcast on Tuesdays and Thursdays, 12.45 to 1.00 p.m. C.S.T. Advertising Anacin and Kolynos Toothpaste, products of Whitehall Pharmacal (Canada) Limited, the programmes are built around Lorne Greene and outstanding amateur actors and actresses playing in competition in active radio dramas. On each show an amateur actor or actress appears in a ten-minute playlet or scene supported by Canada's best-known professional actors. Every thirteen weeks the air audience chooses a winner who is awarded an all-expense trip to New York for specially-arranged auditions with the Columbia Broadcasting System and the National Broadcasting Company plus a screen test at the Queensway Studios. The runner-up is awarded a handsome consolation prize.

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## PROGRAMMES

15000 Watts

### CKY WINNIPEG

(All times Central Standard)

990 Kilocycles

*Radio programmes are subject to change without notice. The following items are listed as a guide to some of the most popular features. For more details see Winnipeg daily newspapers. Daily programmes are shown in heavy type. Those marked \* run on weekdays. Those marked † are on weekdays except Saturdays.*

#### SUNDAY

- 9.00—CBC News—CBC.
- 9.45—Sunday School—CBC.
- 10.00—Neighbourly News—CBC.
- 10.15—Prairie Gardener—CBC.
- 11.00—Church Service.
- 12.25—News.
- 12.30—Wry of the Spirit—CBC.
- 1.00—CBC News—CBC.
- 2.00—New York Symphony—CBC.
- 4.00—CBC News.
- 4.30—Singing Stars—York Knitting.
- 5.00—Ozzie and Harriet—CBC—Int. Silver.
- 5.30—CBC News.
- 5.40—Vancouver Symphony—CBC.
- 6.30—Music for Canadians—CBC—Tip Top.
- 7.00—Church Service.
- 8.30—Album Music—Bayer Aspirin.
- 9.00—CBC News—CBC.
- 10.00—The Readers Take Over—CBC.
- 11.30—Vesper Hour—CBC.
- 12.00—News, Time and Sign Off.

#### MONDAY

- \* 7.00—News.
- \* 7.05—990 Variety.
- \* 7.30—News.
- \* 8.00—CBC News—CBC.
- \* 8.05—990 Variety.
- † 8.15—Breakfast Club—Swift's.
- 9.00—Music and Money—Poilofor.
- 9.25—Voice of Inspiration.
- 9.45—Aunt Mary—Safeway Stores.
- † 10.00—Road of Life—Procter and Gamble.
- † 10.15—Big Sister—Procter and Gamble.
- 10.30—George's Wife—Whitehall Pharm.
- † 10.45—Laura—Lever Bros.
- 11.00—BBC News—CBC.
- † 11.15—Lucy Linton—Sunlight Soap.
- † 12.15—The Happy Gang—Colgate-Palmolive.
- 12.45—They Tell Me—Robin Hood Flour.
- † 1.00—News and Messages.
- † 1.30—CBC Farm Broadcast—CBC.
- † 2.00—Life Can Be Beautiful—Ivory.
- † 2.15—Ma Perkins—Oxydol.
- † 2.30—Pepper Young's Family—Camay.
- † 3.00—Schools Broadcast—CBC.
- † 4.00—Gospel Singer—Templeton's.
- 5.45—Your Favourite Songs—Bee Hive.
- \* 6.00—News—CKY.
- † 6.15—Jack Smith—Procter and Gamble.
- † 6.30—CBC News.
- 7.00—Canadian Cavalcade—Borden's.
- 7.45—Rhythm and Romance—H.B. Co.
- 8.00—Lux Radio Theatre—Lever Bros.
- 9.30—Farm Forum—CBC.
- 10.00—Music for You—L. S.
- 10.30—Harmony House—Nabob.

#### TUESDAY

- 10.30—George's Wife—CBC.
- 5.00—Music of Manhattan—L. S.
- 5.30—Men in Scarlet—Lowney's.

- 7.00—Big Town—Ironized Yeast.
- 7.30—Citizens' Forum—CBC.
- 8.00—Amos n' Andy—Lever Bros.
- 8.30—Fibber McGee—Johnson's Wax.
- 9.00—CBC News.
- 9.30—Leicester Square—CBC.

#### WEDNESDAY

- 9.25—Voice of Inspiration.
- 10.30—George's Wife—Whitehall Pharm.
- 12.45—They Tell Me—Robin Hood Flour.
- 5.45—Your Favourite Songs—Bee Hive.
- 7.00—The M.T.S. Show—Man. Tel. System.
- 7.30—Money Makers—J. J. Lyons.
- 8.00—The Geoffrey Waddington Show—CBC.
- 8.30—Curtain Time—Tuckett's.
- 10.30—Invitation to Music—CBC.
- 11.15—Mid-Week Review—CBC.

#### THURSDAY

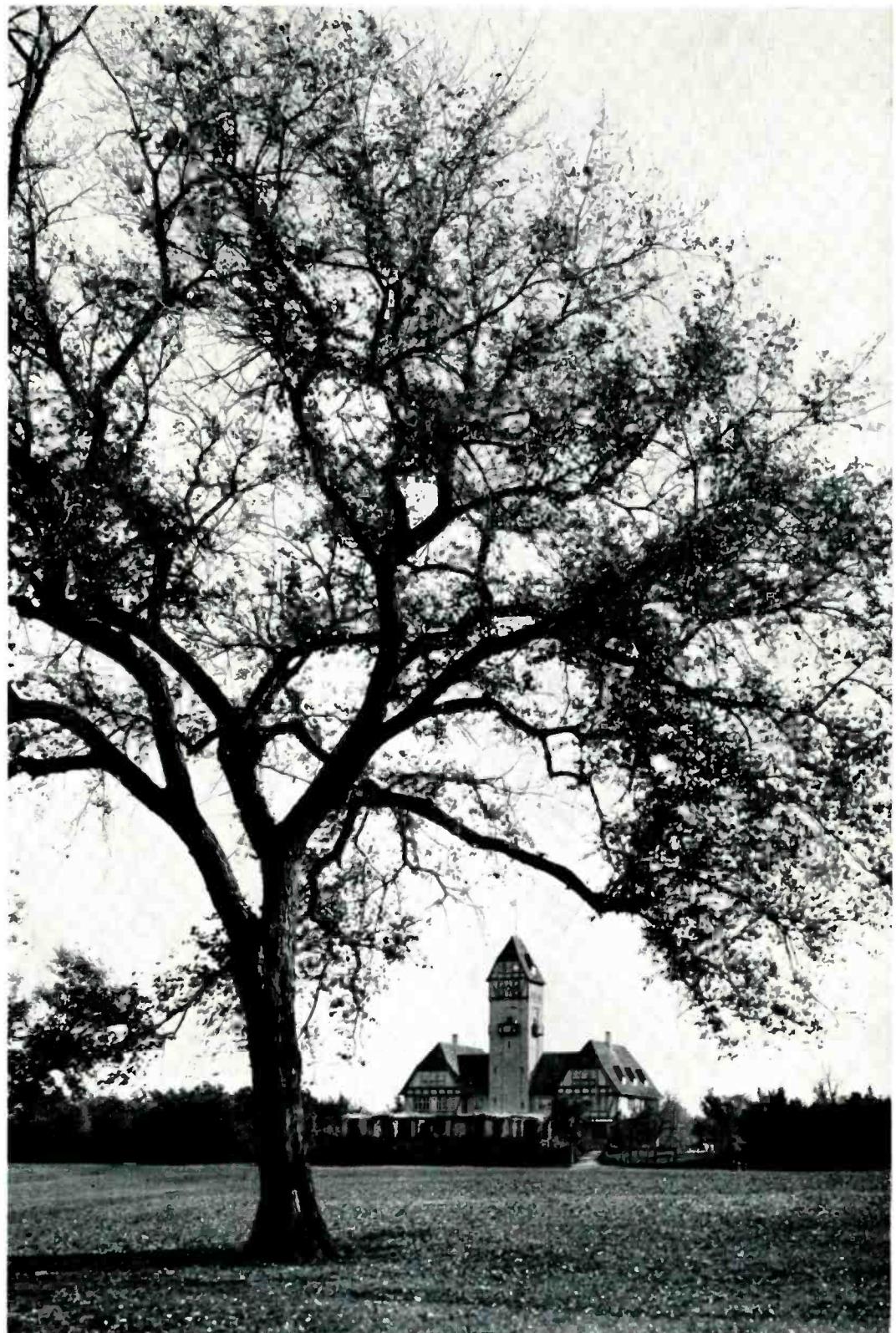
- 10.30—George's Wife—CBC.
- 5.30—Men in Scarlet—Lowney's.
- 7.00—Boston Blackie—Can. Starch.
- 7.30—John and Judy—Lamont Corliss.
- 8.00—Kraft Music Hall—Kraft Cheese.
- 8.30—Wayne and Shuster—RCA Victor.
- 9.30—Winnipeg Strings—CBC.
- 11.00—Sports Review—CBC.

#### FRIDAY

- 9.25—Voice of Inspiration.
- 10.30—George's Wife—Whitehall Pharm.
- 12.45—They Tell Me—Robin Hood Flour.
- 5.45—Your Favourite Songs—Bee Hive.
- 7.00—Toronto Symphony Pops—Simpson's.
- 8.00—Champ Scrapbook—Champ Labs.
- 8.30—Waltz Time—Sterling Products.
- 10.30—Winnipeg Drama—CBC.
- 12.15—Northern Messenger—CBC.

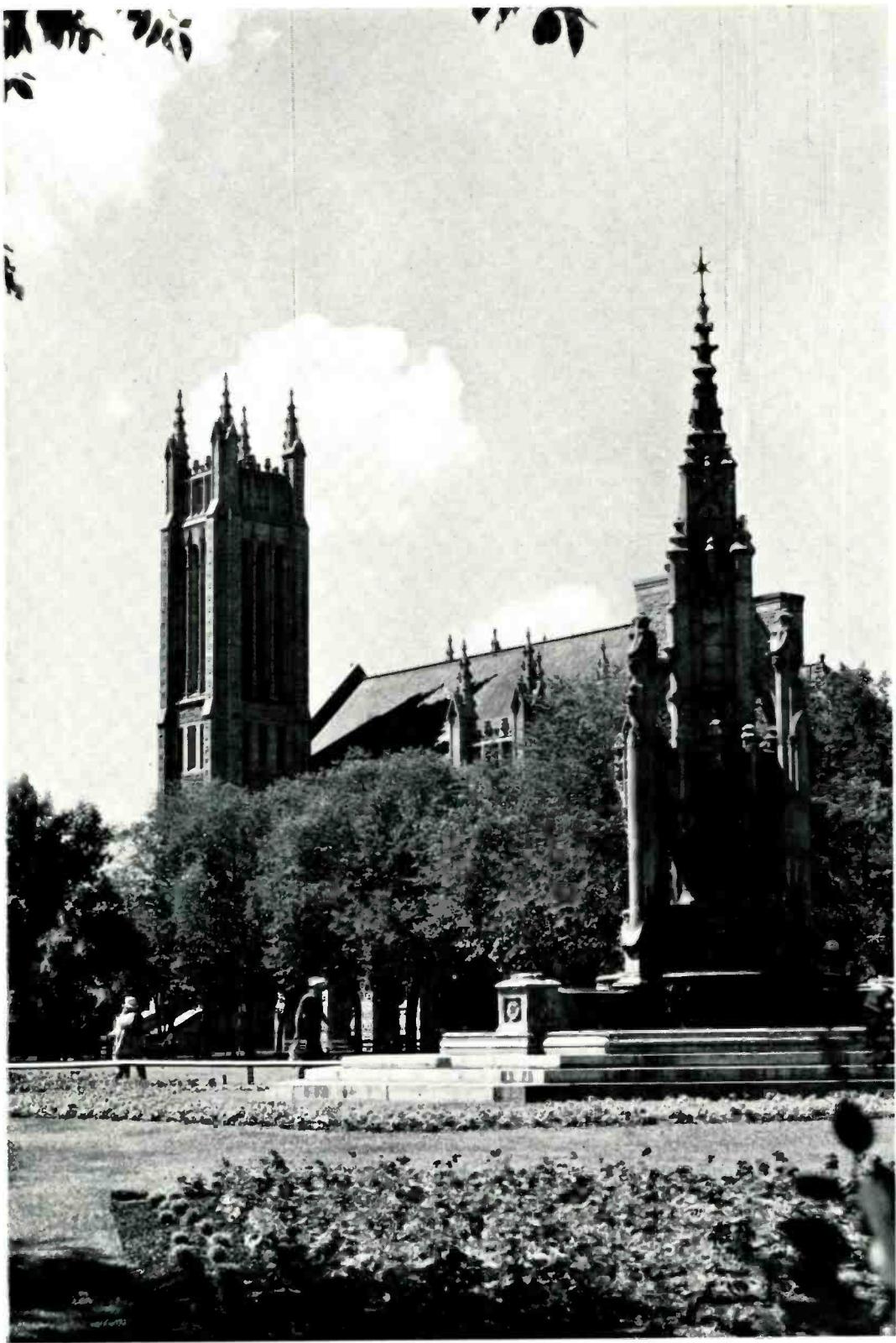
#### SATURDAY

- 9.45—Morning Devotions—CBC.
- 10.00—Master Singers—CBC.
- 10.30—Good Deed Club—T. Eaton Co.
- 11.30—M.T.S. Show—Man. Tel. System.
- 12.00—Music Hall Variety.
- 2.00—Opera—CBC.
- 5.45—Wes. McKnight—St. Lawrence Starch.
- 6.15—British Variety Hour.
- 7.30—Share the Wealth—Colgate-Palmolive.
- 8.00—CBC News—CBC.
- 8.05—N.H.L. Hockey—Imperial Oil
- 9.30—Organ Music—CBC.
- 10.00—Red River Barn Dance.
- 10.30—Art Hallman's Orch.—CBC.
- 11.00—Ray and Eleanor—CBC.
- 11.30—Three Suns Trio—CBC.



Pavilion, Assiniboine Park - Winnipeg

Photo by William Gould.



Knox United Church and Central Park, Winnipeg

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